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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF JANUARY 1987

(Number of companies reporting this month 44)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	179.8	+ 21.7	+ 13.7			
1986	158.1	- 61.3	- 27.9			
1985	219.4					
CUMULATIVE YTD						
1987	179.8	+ 21.7	+ 13.7			
1986	158.1	- 61.3	- 27.9			
1985	219.4					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	658.5	-169.3	- 20.4			
1986	827.8	-445.7	- 35.0			
1985	1273.5					
CUMULATIVE YTD						
1987	658.5	-169.3	- 20.4			
1986	827.8	-445.7	- 35.0			
1985	1273.5					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF FEBRUARY 1987

(Number of companies reporting this month 44)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	306.3	+ 13.0	+ 4.4			
1986	293.3	- 19.2	- 6.1			
1985	312.5					
CUMULATIVE YTD						
1987	486.0	+ 34.6	+ 7.7			
1986	451.4	- 80.5	- 15.1			
1985	531.9					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	840.5	+165.9	+ 24.6			
1986	674.6	-174.5	- 20.6			
1985	849.1					
CUMULATIVE YTD						
1987	1499.0	- 3.4	- 0.2			
1986	1502.4	-620.2	- 29.2			
1985	2122.6					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF MARCH 1987

(Number of companies reporting this month 45)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	459.6	+ 68.5	+ 17.5			
1986	391.1	- 27.7	- 6.6			
1985	418.8					
CUMULATIVE YTD						
1987	945.6	+103.1	+ 12.2			
1986	842.5	-108.2	- 11.4			
1985	950.7					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	1044.3	+ 86.0	+ 9.0			
1986	958.3	+ 96.0	+ 11.1			
1985	862.3					
CUMULATIVE YTD						
1987	2543.3	+ 82.6	+ 3.4			
1986	2460.7	-524.2	- 17.6			
1985	2984.9					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF APRIL 1987

(Number of companies reporting this month 44)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	267.0	- 41.2	- 13.4			
1986	308.2	- 3.2	- 1.0			
1985	311.4					
CUMULATIVE YTD						
1987	1212.6	+ 61.9	+ 5.4			
1986	1150.7	-111.4	- 8.8			
1985	1262.1					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	539.1	- 4.1	- 0.7			
1986	543.2	-128.2	- 19.1			
1985	671.4					
CUMULATIVE YTD						
1987	3082.4	+ 78.5	+ 2.6			
1986	3003.9	-652.4	- 17.8			
1985	3656.3					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF MAY 1987

(Number of companies reporting this month 45)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	305.6	- 2.2	- 0.7			
1986	307.8	- 71.0	- 18.7			
1985	378.8					
CUMULATIVE YTD						
1987	1518.2	+ 59.7	+ 4.1			
1986	1458.5	-182.4	- 11.1			
1985	1640.9					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	343.2	- 55.9	- 14.0			
1986	399.1	+ 53.4	+ 15.4			
1985	345.7					
CUMULATIVE YTD						
1987	3425.6	+ 22.6	+ 0.7			
1986	3403.0	-599.0	- 15.0			
1985	4002.0					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF JUNE 1987

(Number of companies reporting this month 43)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	428.2	- 58.3	- 12.0			
1986	486.5	+ 44.0	+ 9.9			
1985	442.5					
CUMULATIVE YTD						
1987	1946.5	+ 1.5	+ 0.1			
1986	1945.0	-138.4	- 6.6			
1985	2083.4					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	411.9	+ 20.6	+ 5.3			
1986	391.3	- 1.8	- 0.5			
1985	393.1					
CUMULATIVE YTD						
1987	3837.5	+ 43.2	+ 1.1			
1986	3794.3	-600.8	- 13.7			
1985	4395.1					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF JULY 1987

(Number of companies reporting this month 44)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	247.1	+ 10.9	+ 4.6			
1986	236.2	- 67.1	- 22.1			
1985	303.3					
CUMULATIVE YTD						
1987	2193.5	+ 12.3	+ 0.6			
1986	2181.2	-205.5	- 8.6			
1985	2386.7					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	210.6	+ 65.2	+ 44.9			
1986	145.4	-156.2	- 51.8			
1985	301.6					
CUMULATIVE YTD						
1987	4048.2	+108.5	+ 2.8			
1986	3939.7	-757.0	- 16.1			
1985	4696.7					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF AUGUST 1987

(Number of companies reporting this month 45)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	423.8	- 32.6	- 7.1			
1986	456.4	- 47.5	- 9.4			
1985	503.9					
CUMULATIVE YTD						
1987	2617.3	- 20.3	- 0.8			
1986	2637.6	-253.0	- 8.8			
1985	2890.6					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	167.5	-108.0	- 39.2			
1986	275.5	+ 59.0	+ 27.3			
1985	216.5					
CUMULATIVE YTD						
1987	4215.6	+ 0.4	N/C			
1986	4215.2	-698.0	- 14.2			
1985	4913.2					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR
MONTH OF SEPTEMBER 1987

(Number of companies reporting this month 45)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	562.4	- 68.5	- 10.9			
1986	630.9	- 62.2	- 9.0			
1985	693.1					
CUMULATIVE YTD						
1987	3179.7	- 88.8	- 2.7			
1986	3268.5	-315.2	- 8.8			
1985	3583.7					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	232.0	- 18.3	- 7.3			
1986	250.3	+ 55.4	+ 28.4			
1985	194.9					
CUMULATIVE YTD						
1987	4447.6	- 17.9	- 0.4			
1986	4465.5	-642.6	- 12.6			
1985	5108.1					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF OCTOBER 1987

(Number of companies reporting this month 46)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	456.3	+ 29.6	+ 6.9			
1986	426.7	- 39.1	- 8.4			
1985	465.8					
CUMULATIVE YTD						
1987	3636.0	- 59.2	- 1.6			
1986	3695.2	-354.3	- 8.7			
1985	4049.5					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	123.0	+ 44.8	+ 57.3			
1986	78.2	- 14.0	- 15.2			
1985	92.2					
CUMULATIVE YTD						
1987	4570.6	+ 26.9	+ 0.6			
1986	4543.7	-656.6	- 12.6			
1985	5200.3					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF NOVEMBER 1987

(Number of companies reporting this month 44)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	394.4	+ 5.5	+ 1.4			
1986	388.9	+ 21.1	+ 5.7			
1985	367.8					
CUMULATIVE YTD						
1987	4030.4	- 53.7	- 1.3			
1986	4084.1	-333.2	- 7.5			
1985	4417.3					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	190.8	+ 21.4	+ 12.7			
1986	169.4	+ 73.0	+ 75.7			
1985	96.4					
CUMULATIVE YTD						
1987	4761.4	+ 48.3	+ 1.0			
1986	4713.1	-583.6	- 11.0			
1985	5296.7					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

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